



OFFICE OF SELECTMEN
TOWN OF HINGHAM

210 Central Street,
Hingham, MA 02043-2762
(781) 741-1400

APPLICATION FOR ANNUAL ENTERTAINMENT LICENSE

LICENSE FEE: \$25.00 (NEW)
\$100.00 (RENEWAL)

For Office Use Only
Check #: _____

Name of Business: The LAUNCH AT Hingham Shipyards ASSOCIATES

Stimuels &

Address: 18 SHIPYARD DRIVE

Phone Number: 781-760-4146 Email Address: SBarosel@Samuelsre.com

Name of Manager: Rachel Offley / Scott Barosel

Type of Entertainment: Drive-in

Days of the Week Entertainment Planned: Fridays 7/10 7/17 7/24 7/31

Hours - From: 8:00 pm To: 11:00 pm

Exact Location within Premises Entertainment Will Be Held: LARGE RETAIL LOT BEHIND 9 SHIPYARD
(Please include a floor plan indicating the location of the entertainment)

NOTE: A license is required for all forms of entertainment including live and recorded music, television, theatrical performances and dancing. Before an entertainment license can be issued, the Board requires a public hearing and prior approval from the Chief of Police.


Applicant's Signature

6.26.20

Date:

ALL ANNUAL ENTERTAINMENT LICENSES ARE REQUIRED TO RENEW THEIR LICENSE WITH THE TOWN OF HINGHAM BY NOVEMBER 30TH OF EACH YEAR.



THISTLE COMMUNICATIONS

**PACKAGE PROPOSAL
DRIVE-IN EXPERIENCE**

A DMSE Sports and Thistle Communications production

SOCIALLY DISTANCED ENTERTAINMENT

The global pandemic has changed how we will gather and be entertained for the near future, so DMSE Sports, a leader in mass participatory event management, and Thistle Communications, a leader in special event video production, have teamed up to create an event package that enables you and your community to safely convene. Utilizing the drive-in approach, DMSE Sports and Thistle Communications can help you produce:



a drive-in/dine-out theater experience



a safe commencement ceremony



a town-hall meeting from a distance

DMSE Sports' extensive experience in event management—including crowd and traffic control, directional signage, and operations logistics—combined with the robust video production capabilities of Thistle Communications, will ensure your creative ideas for responsible entertainment can come to fruition.

A drive-in experience package would include:



LED display, perfect for presenting movies throughout both the day and night—no need to wait for nightfall! The Vision Trailer has a small footprint and may be rotated to position the screen for ideal viewing.

Movie licensing



FM transmission, so that guests may listen from the comfort of their vehicles without the need for detachable speakers.

Parking and traffic management



Directional signage





June 24, 2020

Town of Hingham, Massachusetts
210 Central Street
Hingham, MA 02043

To whom this may concern,

Dave McGillivray Sports Enterprises, Inc. (DMSE Sports) together with Samuels and Associates, proposes an exclusive package of event management, marketing, and production services for the The Launch at Hingham Shipyard for the summer of 2020 drive-in movie events.

DMSE Sports and Samuels and Associates are proposing a pop up drive in movie theater for the dates of July 10, 17, 24, and 31 of the year 2020. To outline this package, let's begin with the overall event and production management. DMSE Sports has an extensive background and network to handle any event. We are proposing a pop-up drive-in movie theater at the Launch at Hingham Shipyard in Hingham, MA. Our event and production management team will devise a social distanced entertainment program that enables the Launch at Hingham Shipyard to provide customers, guests, friends, and family with an experience like no other. With the capabilities of handling pop up feature film movie showings, we have the expertise and creative mindset to deliver an unforgettable day and evening for guests. What is unique about our program is we are 100% mobile. Our equipment can be loaded in and loaded out the same day as the event.

Onsite Solutions:

Movie Screening – Thistle Communications

- Provide an outdoor LED video screen to allow display of video presentations. Screen to be 17' wide by 10' high and elevated with the bottom of the screen 12' from the ground. Screen to feature 6mm resolution, high output LED panels viewable in daylight as well as darkness. Screen to display movie presentations (pending permitting and licensing from Patriot Cinemas) as well as static informational slides showing upcoming events, menu options, advertising, and more. System to include playback devices for video, slide, and other graphic sources. System to allow smooth switching between each source. System to include a FM transmitter to allow guests in their cars to listen through their car radio. Thistle Communications to provide a qualified technician to install, operate, and remove the equipment.

Crowd & Traffic Solutions – DMSE Sports

- Survey and provide map of footprint for drive in event.
- Provide traffic cones and directional signage for direction into parking lot and to the respective drive in parking area.
- Work with public safety officials and Hingham Police to develop a safety program and traffic management program for Shipyard Drive and Essington Drive entrances and exit to the Launch at Hingham Shipyard as well as permissions for onsite events.
- Provide crowd control barricades around production area to prohibit unauthorized personnel from entering area.
- Provide general staff for parking and traffic direction.



In closing, DMSE Sports greatly appreciates the opportunity to work with you for the Launch at Hingham Shipyard drive in experience. With your approval we will deliver a social distanced entertainment series of movies for the community. We would be honored to work with you further and look forward to hearing from you.

Regards,

Ryan McGillivray
Senior Event Manager
DMSE Sports

See attached for Parking Operations Map.





PARKING OPERATIONS THE LAUNCH AT HINGHAM SHIPYARD 2020 SUMMER DRIVE IN MOVIES

July 10, 17, 24, 31, 2020

Location

The Launch at Hingham Shipyard
349 Lincoln Street
Hingham, MA 02043

Timeline

4:00PM	DMSE - SEM arrives on site.
5:00PM	Begin lot closure for theater parking area
5:30PM	DMSE Team arrive on site
5:35PM	DMSE Operations Rollout
5:45PM	DMSE to Set up Parking Operations
6:30PM	Lot Set/ DMSE Team to take positions for entrance
7:00PM	Open Parking Lot for Ticketed Patrons.
8:00PM	Last Car expected to enter lot.
8:45PM	Begin Movie
9:30PM	DMSE Team take positions for EXIT
11:00PM	End Movie/ Begin to exit lot
11:20PM	Last Car to Leave Lot/ begin breakdown
11:40PM	DMSE Team to Depart

Set Up

Lot to be set up with cones marking the ends of each row for guidance when parking.
Cones to be set up in all drive lanes through entrance and exit directions.
Sandwich boards with directional arrows to be set up at entrance, exit, and turns for traffic flow.
Barricades to be set up in front of screen area to prevent vehicles from entering production zone.



Parking Entrance Positions

Entrance to Grounds	Hingham Police
Middle entrance road/lot	1 Flagger
First Row	2 Flaggers
Second Row	2 Flaggers

Vehicles will enter Shipyard drive and turn onto Essington Drive. Road will be marked with Event Parking signage with arrows directing ticketed patrons to curbside check in at Patriot Cinemas. After scanning ticket, vehicles will head south towards the first parking flagger who will direct vehicles into respective rows. Vehicles will be social distanced in lot; one vehicle, every other space per row. Vehicles will be approximately 9.5 to 10' from door to door. Flaggers on first row will begin parking 6 vehicles prior to beginning to park second row. Two rows of vehicles will be parked at one time until lot is filled. Flagger will be positioned on corner of row directing vehicle into available spaces. A second flagger will be positioned in row to ensure car is parked nose-in to space. After the first row is filled, flaggers will move to third row to begin parking vehicles. Flaggers will "leap frog" through rows until lot is filled. Pick up trucks and larger vehicles will be asked to fill in back spaces of the lot. The last spaces close to the lot entrance will be reserved for late arrivals. Flaggers will re-position traffic devices for exit strategy.

Parking Exit Positions

Exit from Grounds	Hingham Police
First Row	2 Flaggers
Second Row	3 Flaggers

Flaggers will be positioned to control exit uniformly. Hingham police will be asked to handle traffic flow on Essington and Shipyard Drive. Exiting the lot from one exit point can be done in under 30 minutes for upwards of 600 vehicles. Two exits will create a bottleneck situation in the lot. Cones will block traffic from vehicles exiting in 2 directions. Flagger will be positioned in first row to exit one vehicle at a time to exit road way. Flagger will be positioned at exit road to hold traffic back until first road has exited. Three flaggers will be in second row to hold back vehicles until first row has completely exited. Second row will begin exiting to exit road. Flaggers will assist vehicles to self-seed their way out of the lot. Vehicles with dead batteries will be asked to turn on their hazard marking lights and a parking staff representative will assist them with the DMSE jump pack.

Apparel for Day

Dress for weather.

DMSE branded apparel.

Parking team will be supplied with parking vests. Class 2 ANSI rated vests with DMSE branding.

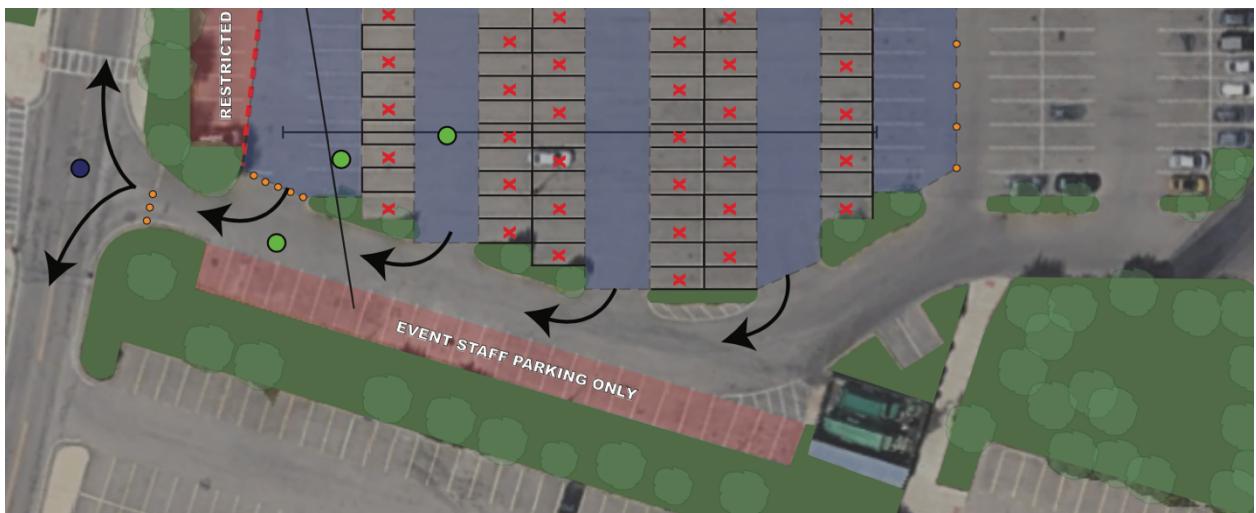
Parking team will be supplied with vinyl gloves.

Masks are required.



Staff Parking

On site, adjacent to lot. Will be marked with staff parking sign.





Hingham Shipyard

Fridays Summer 2020
Hingham, MA

PARKING MAP

v. 06/22/20

PROPOSED:
PARKING SPACING: 91
SPACING: 10 FEET DOOR TO DOOR
DRIVE LANE WIDTH: 24 FEET
SCREENS: 1
DISTANCE FROM SCREEN TO LAST ROW: 236'

KEY:

- TRAFFIC CONES
- VEHICLE FLOW
- PARKING SPACE
- EMERGENCY LANE
- STEEL BARRICADES
- RESTRICTED AREA
- DIRECTIONAL SIGNAGE
- ENTER PERSONNEL
- EXIT PERSONNEL
- HAND SANITIZER STATION
- HANDICAP TOILET



DMSE
SPORTS

About DMSE Sports:

Founded by Dave McGillivray in 1981, DMSE Sports is a leader in sports event management, specializing in creating and producing mass participatory athletic events throughout the U.S. and abroad. The organization manages the operations and logistics for events such as the Boston Marathon, TD Beach to Beacon in Maine, the New Balance Falmouth Road Race on Cape Cod, the lululemon San Diego 10K, the Harvard Pilgrim Finish at the 50 at Patriot Place, Run to Home Base at Fenway Park, and the Bellin Run 10K in Green Bay, Wisconsin, among others.

We pride ourselves on producing safe and technically excellent events by creating trusted relationships, paying attention to every detail, and executing flawlessly. We strive to produce the highest-caliber experience, whether consulting on existing events or building and managing them from the ground up.

We are a full-service event-management organization, providing a range of event and race production, management, and consulting services to support events of all sizes. We're responsible for the technical and logistical aspects of more than 30 races and walks per year, and oversee everything from organizing committees to working with local officials; from handling registration and credentialing, to arranging vendors and designing the venue. We've produced more than 1,000 events since opening our doors in 1981, and serve clients throughout the United States.

About Thistle Communications:

Thistle Communications was founded to offer unparalleled service in every phase of remote television production. 75+ Years of combined experience in major market and network news, sports, special events & corporate production. Concept & design, mobile production trucks, live multi-camera production, satellite & microwave transmission, lighting, staging, screens & sound. Thistle has worked with numerous productions and networks over the years including Kraft Sports Productions, ESPN, NFL Network, NBC, CNN, NESN, NECN, The Disney Company, Fox Sports, Comcast Sportsnet, MASN, Boston University, Berklee College of Music, Emerson College, Suffolk University, NASDAQ, WCVB Channel 5 Boston, WBZ Channel 4 Boston, WMUR, WFXT, and more.

Many clients don't know what they need and that's alright! We provide system design & integration, lighting design & grip services, broadcast engineering, installations, technical management & overall project management.

"In a business that demands timeless execution & technical expertise, Thistle Communications has always performed with an ability second to none." With our history of staging and event management and our years of extensive broadcast television experience we are able to provide a unique blend of production support on every scale, large and small. From the corporate boardroom to live national broadcasts, municipal and institutional productions and the special event industry. We can handle all aspects of live production including: Sound Reinforcement, Video Reinforcement, Camera Packages, Communication, Power Distribution, Live Broadcast, Production Management, and more.



Lynn Green, President
The Moorings Board of Trustees
23 Shipyard Drive
Hingham, MA, 02043
06/25/2020

Hingham Board of Selectmen
Town of Hingham

Dear Hingham Board of Selectmen:

The Moorings Board of Trustees are in general agreement to the four Friday evening drive-in Movie style events planned for the commercial parking lot at the Launch. It has been discussed with Samuels Associates that the expectation is that in return they take immediate appropriate action when noise and trash concerns are brought forward.

Thank you for the opportunity to review and participate in the approval process.

Sincerely,



Lynn Green signed on behalf of the majority of The Moorings Board of Trustees 6-25-20

The Moorings Board of Trustees c/o
The Dartmouth Group
781-857-8137